

Crowd psychology and dynamics

- How would you define yourself?

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- **I** (Individual Identity Model) v **We** (Social Identity Model)
- **Individual** v **Group** (Elaborated Social Identity Model)
- **Perception** → **Behaviour** → **Action**

Research indicates that:

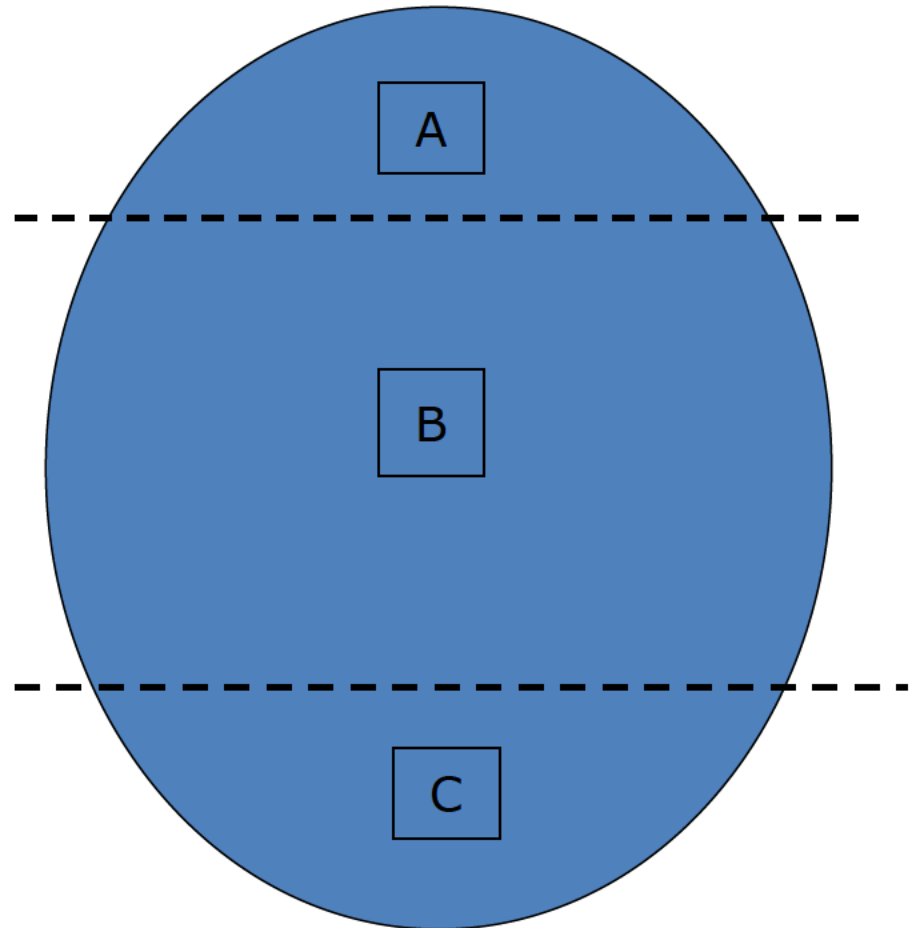
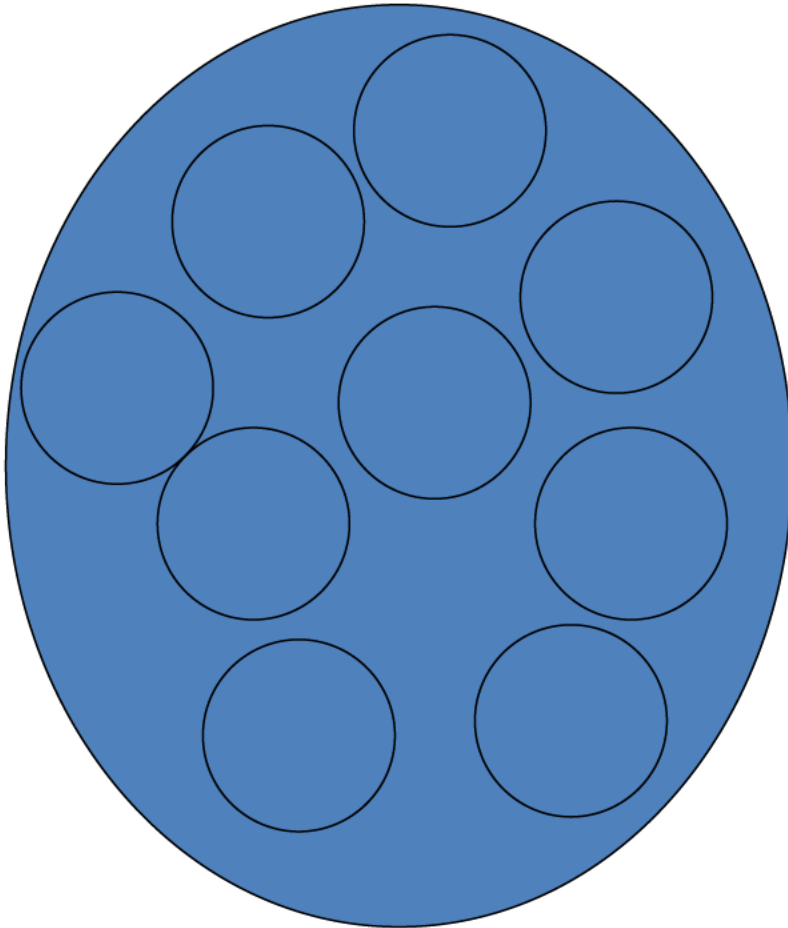
- There are multiple separate groups within a crowd
- Membership of these groups does not necessarily change easily or quickly
- External factors (police action) can cause these groups to coalesce into one group

Research indicates:

- Groups tend to view police action as legitimate
- This view of police action is a factor that can initiate disorder



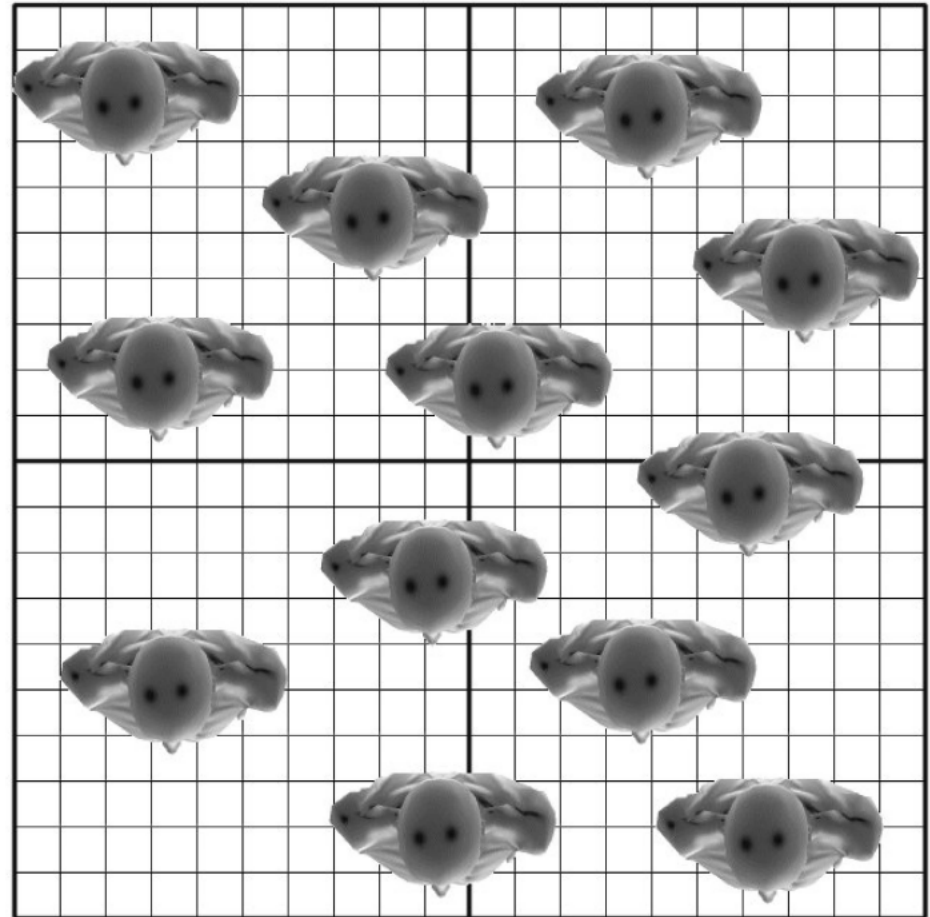
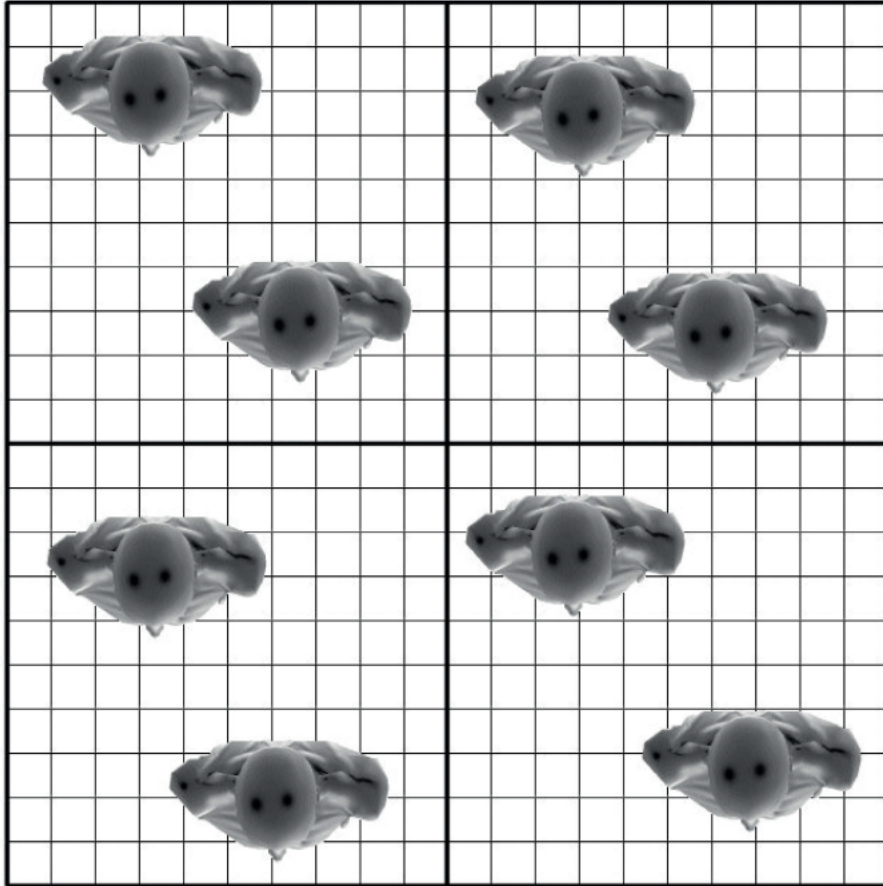
Groups within groups



Police should always seek to:

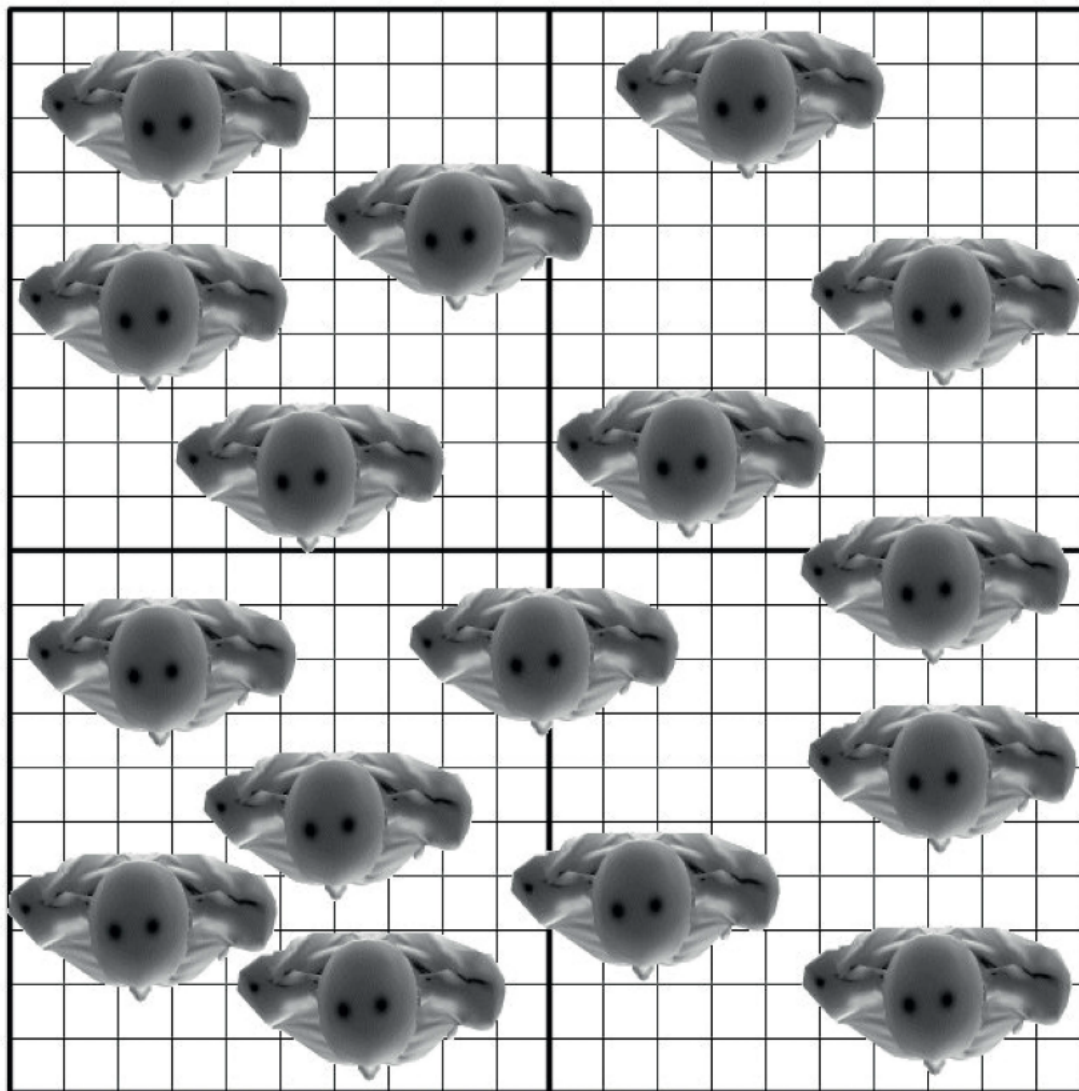
- **Educate** themselves about the crowd
- **Facilitate** peaceful protest by the crowd
- **Communicate** with the crowd and groups in it
- **Differentiate** between groups in the crowd, particularly when using force

OFFICIAL: Sensitive



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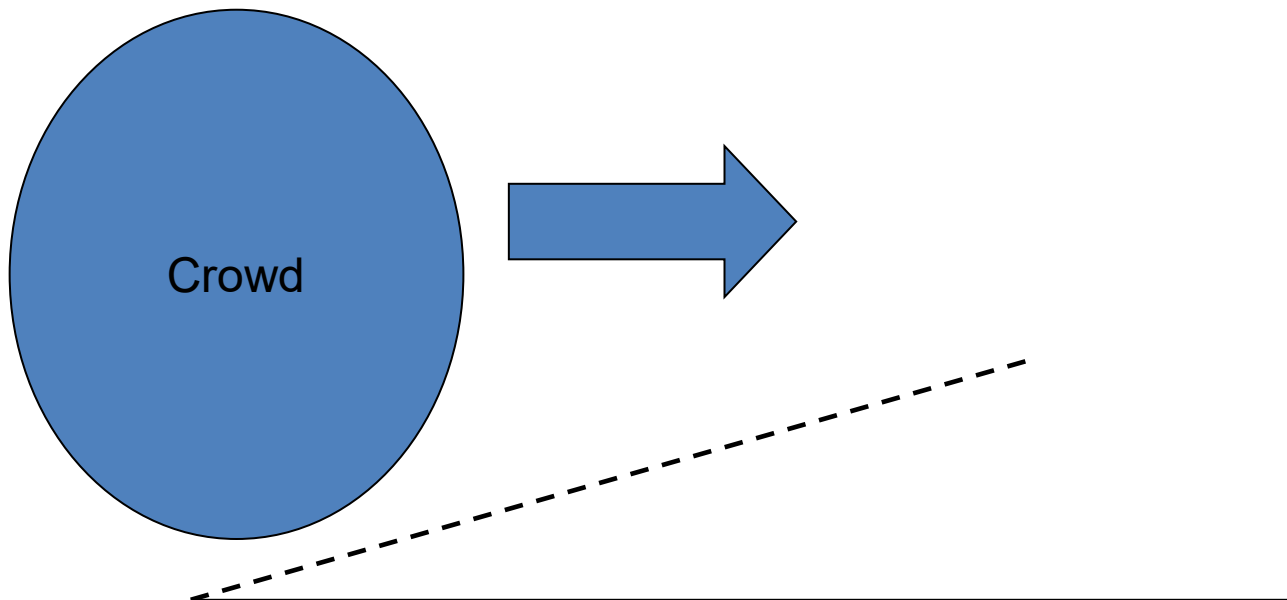
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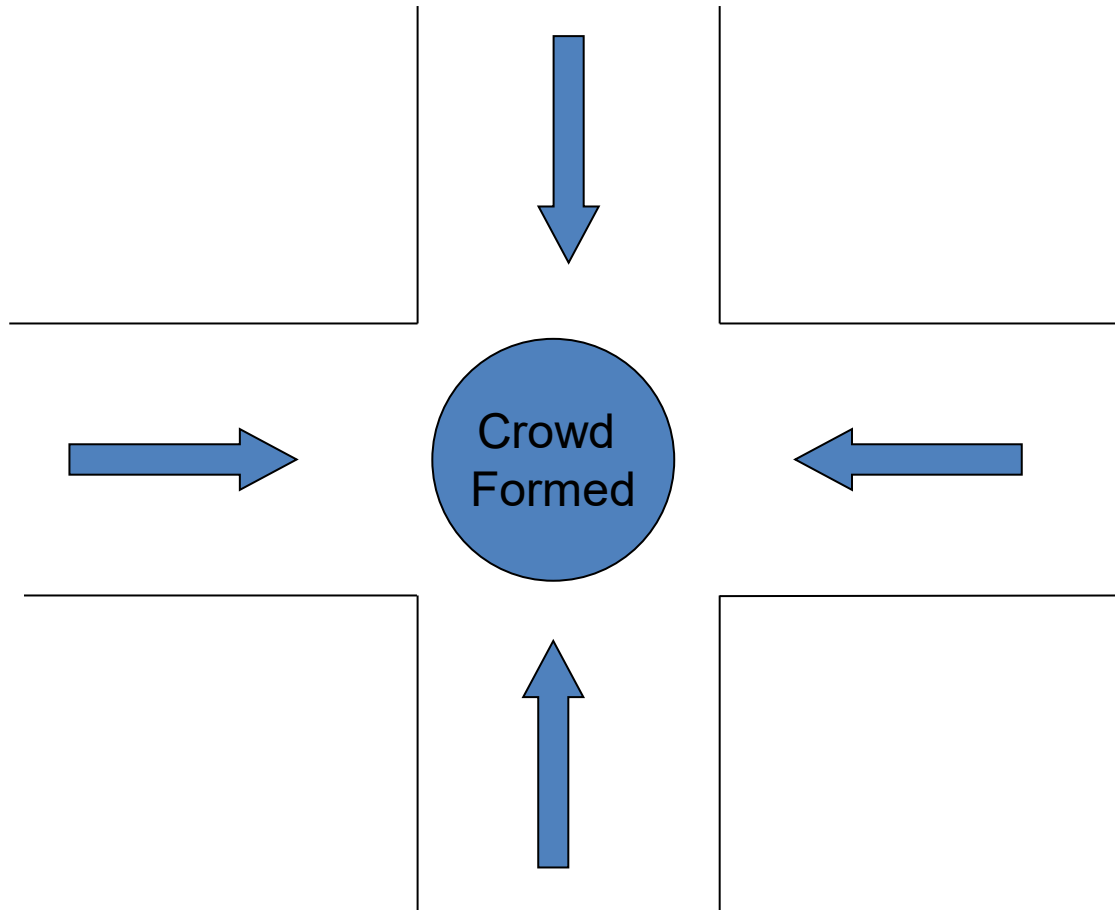


Bottle necks





Roundabouts/Cross roads



Any Questions ?